



## SAN DIEGO, CAL.

The land where the lemon-trees bloom,  
Where the gold orange glows in the deep thicket's gloom,  
Where a wind ever soft from the blue heaven blows,  
And the groves are of laurel and myrtle and rose."

Here they will find an empire surpassing in its marvelous fertility Cleopatra's far-famed valley of the Nile. A land with the greatest opportunities the world has ever known, with a future assured by every rule of reason and blessed with the finest climate on earth. And here in a short space of time will be built one of the greatest seaport cities of the world.

San Diego, with its twenty-two square miles of landlocked harbor, its advantageous position, its remarkably fertile environs, and its wonderful growth during the few years just past, is today the most talked of city of the western hemisphere. In every state of the Union and in every civilized country of the globe the opening of the Panama Canal, that greatest of modern engineering feats, is being discussed and the prospective immigrant of every clime devours with an eager ear the tales of the wonderful country of which San Diego is the gateway—the "First Port of Call".

San Diego, the retreats of a long neglected Eden, where shrubs in all their variety grow and the peach, the lemon and the grape, fruits delicious and citrus and all that goes to gladden the heart of man, is rapidly achieving its destiny. When the canal is completed and the wedding of the Atlantic and Pacific accomplished, San Diego will become at once the Mecca of thousands from every point of the compass, natives of every clime, seeking a home in the land where sunshine reigns perennial and prosperity abounds.

A city library costing \$60,000 and containing 50,000 volumes, and increasing at the rate of 5000 volumes per annum. The finest all-the-year-round climate in the world and the finest summer climate in America. Hunting, fishing, baseball, polo, swimming, yachting, motor boating, rowing, tennis, golf, autoing, etc., all the year round. Headquarters World's Theosophical Society, having a library of 10,000 volumes, the largest collection of dollars. Aero club, with largest and finest private aviation field in the world. Twenty-one public schools, costing \$250,000 each, with an average attendance of 10,000, which has never gone below thirty-two degrees in winter and seldom reaches ninety degrees in summer. The summers of Alaska and the winters of Egypt.

Bank deposits 1908, Seven Million; 1912, Twenty Million.

Building permits 1908, \$2,333,540; 1910, \$4,005,200; 1911, \$5,705,605; Jan 1 to Dec 19, 1912, \$8,574,015. A larger percentage of the population, per capita than any other city in the United States.

Commemding January 1, 1915, and continuing the entire year, San Diego will hold an exposition costing \$3,000,000.00, to celebrate the completion of the Panama Canal. For detailed information write either the Panama-California Exposition or the Chamber of Commerce.

P E R M A N E N T P R O S P E R I T Y